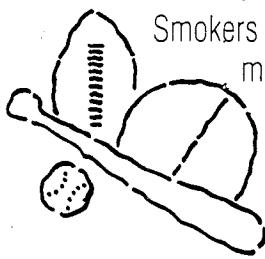


• America's smokers  
attend enough sporting  
events each year to fill  
the Astrodome  
3200 times.



Smokers are some of America's most avid sports fans! In the past year, 3 million have gone to at least one pro basketball game, 5 million have counted touchdowns at one or more pro football games, and 5.5 million attended at least one pro baseball game. Smokers keep the business of American sports in play.

**The American Smoker:  
an economic force.**

**PHILIP MORRIS**  
MAGAZINE

Presented by Philip Morris Magazine in the interest of America's 55.8 million smokers.

Source: The Roper Organization

Source: <https://www.industrydocuments.ucsf.edu/docs/kxbj0000>

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